

FILE

FEBRUARY 1,
1965

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fashion calendar

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 25th YEAR

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JANUARY 29, 1965</u>			
Thursday Jan. 28 9:30 A.M.	OPENING OF SUMMER COLLECTION Also Feb. 2, 4, 10 at 9:30 A.M. By reservation.	TIFFEAU & BUSCH, LTD.	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR Contact: WI. 7-4551.
Thursday Jan. 28 11:00 A.M.	OPENING OF SUMMER COTTON COLLECTION Showings, Jan. 28 and 29 at 11:00. By appointment.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR Contact: LA. 4-3310.
Thursday Jan. 28 12:00 Noon	OPENING OF SUMMER COLLECTION Showing of Summer collection, designed by Gerard Pipart in Paris. By reservation. Continuous daily informal showings thereafter. Contact: Marta Schreiber, CH. 4-2270. Publicity: Leslie Cunningham, TE. 8-0554.	MADemoiselle RICCI FOR MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Jan. 28 12:15 P.M. Luncheon	PREVIEW: FALL COLORS AND FABRICS "Preview Time"--Frances Duehren, fashion director of I.A. Wyner, Division of Ames Textile, will present 1965 Fall colors and fabrics. For press and buyers, by invitation. Contact: CH. 4-4100.	I.A. WYNER	112 WEST 34TH STREET ROOM 1905
Thursday Jan. 28 12:30 P.M. Luncheon	SHOWING: "JET" FASHIONS DURING LUNCHEON "Around The World in Style"--Jet fashions, designed by Shannon Rodgers for Douglas Aircraft, available at Miss Bergdorf. Donation of rummage for benefit of The Girls' Club of N.Y. (Door Prizes) Press by invitation. Public by reservation: \$4.75; contact: "Banquet Dept.," PL. 9-3000. Producer and Commentator: Mary Alice Rice, PL. 2-5726.	JERRY SILVERMAN (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday Jan. 28 1:15 P.M.	OPENING: SUMMER COLLECTION Also, Feb. 1, 3, 8 at 1:15. By reservation. Contact: Miss Fritzl, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Jan. 28 2:15 P.M.	OPENING OF SUMMER COLLECTION Paul Parnes' Summer collection, designed by Ferdinand Bosc, Jan. 28, Feb. 3 and 9 at 2:15. By appointment. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Jan. 28 2:30 P.M.	OPENING: SUMMER COLLECTION Also, Feb. 4, 11, 18 at 2:30. By reservation. Contact: CH. 4-1872.	YOUNG ELEGANTE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Just Released	COLOR FORECAST: SPRING 1966 Trend collection of Spring 1966 colors for fashion, home furnishings, and allied industries. Contact: Anne Mulligan, MJ. 5-5881.	THE COLOR ASSOCIATION OF THE U.S., INC.	200 MADISON AVENUE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 28 2:30 P.M. Cocktails	OPENING OF SUMMER DRESS COLLECTION "Clearly Crystal--60th Anniversary"--preview for press and resident buyers, by invitation. Beginning Monday, Feb. 1 through Feb. 11, daily except Friday at 10:30. Thereafter, Monday through Wednesday at 10:30. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Jan. 28 3:30 P.M.	PREVIEW OF SUMMER DRESS COLLECTION By invitation. Continuous daily showings beginning Tues., Feb. 2. Contact: Isabelle Crawford, LW. 4-9000.	LESLIE FAY, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Thursday Jan. 28 4:00 P.M.	OPENING OF SUMMER COLLECTION Malcolm Starr will present his Summer collection, designed by Eleanor Simmons, Jan. 28, Feb. 2, 4, 10 at 4:00. By reservation. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

SPRING-SUMMER OPENINGS--CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE, PARIS, FRANCE.
"P" INDICATES PRESS; "B" BUYERS.

Thursday, Jan. 28: 9:45 A.M. Dior(P). 10:00 A.M. Griffe(P & B); Patou(B); Lanvin(B).
10:30 A.M. Iaroché(B). 12:30 P.M. Sagardoy(P). 2:30 P.M. Patou(P);
Heim(P). 3:00 P.M. Montaigne(P & B); Dana(B); Lanvin(B). 5:00 P.M.
Maggy Rouff(P); Sagardoy(P); Dior(B).

Friday, Jan. 29: 9:30 A.M. Castillo(P). 10:00 A.M. Patou(P); Maggy Rouff(B).
10:30 A.M. Iaroché(P). Time not set--Chanel. 12:45 P.M. Carven(P).
2:15 P.M. Cardin(P). 3:00 P.M. Iaroché(P); Castillo (B); Venet(B).
5:00 P.M. Yorn(P); Sagardoy(B). 5:30 P.M. Cardin (P). 7:30 P.M.
Hermès(P). 9:00 P.M. Simonetta et Fabiani(B).

Saturday, Jan. 30: 10:30 A.M. Castillo(P & B). 11:00 A.M. Venet(P); Courreges(P).
1:15 P.M. Hercey(P). 3:00 P.M. Hermès(P); Tellin(P); Venet(P);
Courreges(B); Cardin(B). 5:30 P.M. Hermès(B).

Monday, Feb. 1: 9:15 A.M. Capucci(P). 9:30 A.M. Tellin(P). 10:30 A.M. Yorn(B).
11:00 A.M. Molyneux(P). 11:15 A.M. Capucci(P). 1:15 P.M. Hercey(P).
2:30 P.M. Capucci U.S.A.(B). 3:00 P.M. Gres(P); M. Roger(P); Moly-
neux(P); Cardin(B); Tellin(B). 3:30 P.M. Carven(B). 5:00 P.M.
Ferrerás(P); Hercey(B); St. Laurent U.S.A.(B). 5:30 P.M. Molyneux(P).

Tuesday, Feb. 2: 10:00 A.M. Capucci, Europe(B); M. Roger, U.S.A.(B); Molyneux(B).
10:30 A.M. Blatt(P & B); Ferrerás(P). 2:30 P.M. Molyneux(B).
3:00 P.M. Ferrerás(B); M. Roger, Europe(B). 5:00 P.M. St. Laurent(B).

Wednesday, Feb. 3: 10:30 A.M. Givenchy(B). 3:30 P.M. Bourgade(P & B).

Thursday, Feb. 4: 10:30 A.M. Balenciaga(B).

Wednesday, Feb. 10: 10:00 A.M. Renal(B).

Monday, Feb. 22: Lutece(P).

Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday Jan. 28	SUMMER COAT AND SUIT COLLECTION Daily informal showings of cotton coats and suits. or Herman Weinstein, PE. 6-2291.	BARBERINI, LTD. (DIV. OF ORIGINALA)	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR Contact: Kermit Bass
Beginning Thursday Jan. 28	OPENING: SUMMER COLLECTION Informal daily showings. Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194.	STEPHANETTE	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Jan. 29	MACY'S RELEASE--Teen-age room settings. (No Press Show)		
Friday Jan. 29 10:30 A.M.	OPENING OF SUMMER COLLECTION Helena Barbieri's collection of Summer cocktail and evening fashions. Also, Feb. 3 and 9 at 9:30. By appointment. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Friday Jan. 29 1:15 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview for press and buyers, by invitation. Daily informal showings thereafter, by appointment. Contact: Kay McGowan, LO. 5-6453. Publicity: GR. 5-6325.	OLEG CASSINI YOUNG AMERICA	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Friday Jan. 29 2:30 P.M.	OPENING OF SUMMER COLLECTION Also, Feb. 2, 4, 9, 11 at 2:30. By appointment. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Beginning Friday Jan. 29	OPENING: SUMMER MISSES DRESSES Informal daily showings. Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194.	STEPHAN LTD.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Saturday Jan. 30 1:00 P.M.	CUSTOMER SHOWING OF BRIDAL FASHIONS Formal bridal show for customers. Tickets: \$1.00 each, at A & S Bridal Salon, 3rd floor. Publicity: Jackie Landesman, TR. 5-0195.	ABRAHAM & STRAUS	BROOKLYN ACADEMY OF MUSIC - OPERA HOUSE
Sunday Jan. 31- Feb. 4	NATIONAL NOTION AND NOVELTY SHOW Press show, Mon., Feb. 1 at 11:00 A.M., (Hotel New Yorker). Public Relations: Ann Karas, PE. 6-8820.	NATIONAL NOTION ASSOCIATION	N.Y. TRADE SHOW BLDG. 8TH AVE. & 35TH ST.

WEEK BEGINNING MONDAY, FEBRUARY 1, 1965

Monday Feb. 1 10:30 A.M.	OPENING: SUMMER COLLECTION Summer collection, designed by Guy Duvier. Contact: Judy Farr, WI. 7-5324.	LEONARD ARKIN- GUY DOUVIER	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Feb. 1 11:30 A.M.	OPENING: SUMMER COLLECTION Summer collection, designed by Dorothy Farbo, Feb. 1 and 9 at 11:30 A.M. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Monday Feb. 1 12:00 Noon	OPENING OF SUMMER COLLECTION Showing of Summer collection, designed by Don Breitinger, Feb. 1, 3, 9 at 12:00 Noon. By reservation. Contact: LA. 4-0237.	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

READY-TO-WEAR TIME TABLE, WEEK OF FEB. 1

("O" REFERS TO OPENING; "P" PREVIEW OR PRESS SHOW; "*" ALSO SHOWING FRIDAY)

<u>MONDAY, FEB. 1</u>	<u>TUESDAY, FEB. 2</u>	<u>WEDNESDAY, FEB. 3</u>	<u>THURSDAY, FEB. 4</u>
8:30			*Joan Leslie(O) (<u>Fri., only</u>)
9:30	Tiffeau & Busch	Modern Couture	Tiffeau & Busch Robert Strong(O)
10:00	Adele Simpson(O) Ben Reig(O)	Adele Simpson Ben Reig	Adele Simpson
10:30 David Crystal dresses Leonard Arkin(O)	David Crystal dresses Townley	David Crystal dresses Townley Mlle.Arlette(O) Jane Derby(O) David Goodstein	David Crystal dresses
11:00	Andrew Arkin(O)		*Wragge(O) (<u>Fri., only</u>)
11:30 Mignon(O)	Arthur Jablow	Arthur Jablow Abe Schrader	Arthur Jablow
12:00 Harold Levine(O)	Estevez(O)	Harold Levine Paul Blumenstein(O)	Estevez Alison(O) C.Alexander(O) *Mollie Parnis(O) (<u>Fri., only</u>)
1:00	Jr.Sophisticates(O) Mr. Mort(O) Tanner of N.C.(O)	Jr.Sophisticates Mr. Mort Tanner of N.C. Harvey Berin(O)	Jr.Sophisticates *Hannah Troy(O) (<u>Fri., only</u>) Harvey Berin
1:15 Nat Kaplan	Gothel(O)	Nat Kaplan	Gothel
1:30	Highlight(O)		Highlight
2:00	Rappi(O)		Rappi
2:15		Paul Parnes	
2:30 Rembrandt(O)	House of Jamison(O) Maurice Rentner Branell	House of Jamison Larry Aldrich Majestic(P) Ira Rentner(O)	House of Jamison Maurice Rentner Branell Young Elegante
3:00		Anne Fogarty	Anne Fogarty
3:30 Junior Accent(P)			John Moore
4:00	Malcolm Starr John Moore(O) McMullen(P) Harmay(O)	John Moore	Malcolm Starr Samuel Winston(O)
6:00	Anne Fogarty(P)		

CONTINUOUS SHOWINGS--These Summer collections have opened.

- ABBOTT EAST. Summer collection of daytime to cocktail fashions.
498 Seventh Avenue, ~~16th~~ ^{21st} Floor, 695-5730.
- CISA OF ITALY. Spring collection.
(IMPORTS INT'L, INC.) 1410 Broadway, 25th Floor, BR. 9-3904.
- COUNTRY TWEEDS, INC. . . Coat collection, featuring cashmere Vicuna. By appointment.
250 West 39th Street, Rm. 203, BR. 9-6200.
- DAVID CRYSTAL, INC.. . Summer suit collection.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.
- FONTANA OF ROME. . . . Spring-Summer ready-to-wear collection.
Hotel Plaza, Suite 336, PL. 3-7244.
- GAY GIBSON, INC. . . . Summer collection.
1407 Broadway, 39th Floor, LO. 5-4211.
- HAYETTE INC. Summer junior collection.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.
- HAYMAKER Summer sportswear collection.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.
- JONNY HERBERT, INC.; . Summer collections.
PAB LTD. 498 Seventh Avenue, 18th Floor, LO. 5-6900.
- IZOD "George Avolio" all weather coats.
498 Seventh Avenue, 23rd Floor, BR. 9-6560.
- KIMBERLY KNITWEAR, INC. Spring-Summer knitwear collection.
1410 Broadway, 10th Floor, LO. 4-1080.
- VIRGINIA KREMENTZ. . . Ready-to-wear imported fashions; also designs from New York.
42 West 58th St., Rm. 203, PL. 3-4464 or PL. 3-3500.
- LADYBUG, INC. Junior separates, sportswear, and dresses.
1407 Broadway, 21st Floor, LO. 5-5246.
- LADY MANHATTAN Misses shirts, sportswear, and dresses.
1407 Broadway, 15th Floor, CO. 5-2975.
- LEE CLAIRE, INC. . . . Summer cocktail and evening fashions.
530 Seventh Avenue, 14th Floor, WI. 7-9470.
- JONATHAN LOGAN, INC. & . Summer dress collections.
JONATHAN LOGAN PETITES 1407 Broadway, 26th Floor, WI. 7-4790.
- LOOMTGS, INC. & . . . Spring-Summer sportswear; Arnold Palmer golf clothes.
SPORTS EDITIONS ~~1410 Broadway, 14th Floor, LW. 4-2770.~~
1407 Broadway, 35th Floor, 255-5500

(continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERECONTINUOUS SHOWINGS (continued from page 5)

PETTI 4'S, INC. Summer custom-sizes for the petite miss.
498 Seventh Avenue, 17th Floor, CH. 4-3558.

SAMUEL ROBERT, INC. Courreges designed leather and fabric collection. By appt.
1407 Broadway, 27th Floor, LA. 4-4562.

MORT SCHRADER. Summer collection.
530 Seventh Avenue, 15th Floor, IO. 4-9194.

SWIRL. Spring-Summer collection.
1350 Broadway, 15th Floor, IO. 4-8890.

VILLAGER, INC. Misses separates, sportswear, and dresses.
1407 Broadway, 21st Floor, LW. 4-3250.

Monday Feb. 1 2:30 P.M.	OPENING OF SUMMER COLLECTION Summer collection, designed by Ole Borden. By invitation. Thereafter, continuous daily informal showings. Contact: Murray Solomon, IO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Feb. 1 3:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Summer collection, designed by Frank Adams. By invitation. Continuous thereafter. Contact: IO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Feb. 1	OPENING OF SUMMER COLLECTION Daily informal showings, by appointment. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday Feb. 1	OPENING: SUMMER COLLECTION Cocktail and evening fashions for Summer, designed by George Nardiello. Continuous showings. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday Feb. 1	CALIFORNIA FASHIONS IN NEW YORK Summer collection of dresses and costumes. Continuous showings, by appoint- ment. Contact: Wayne Fuller or Myrna Rea, CI. 7-2200.	WAYNE FULLER, INC. (122 E. 7TH ST., L.A.)	HOTEL GOTHAM
Tuesday Feb. 2 10:00 A.M.	OPENING: SUMMER COLLECTION Also Feb. 3, 4, 10, 11 at 10:00. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Cancelled Feb. 2	DIANA THOMAS LTD. SUMMER SHOWINGS, ORIGINALLY SCHEDULED FOR FEB. 2, 3, AND 9 AT 10:30 A.M., HAVE BEEN CANCELLED.		
Tuesday Feb. 2 11:00 A.M.	OPENING OF SUMMER COLLECTION Andrew Arkin's Summer collection. Contact: Judy Farr, WI. 7-5324.	ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Feb. 2 11:00 A.M.	OPENING: SUMMER COLLECTION One formal showing only of Summer collection, designed by Anthony L. Muto. Continuous thereafter. Contact: Peter Kallish, IO. 5-2626.	ARKAY, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 2 12:00 Noon	OPENING OF SUMMER COLLECTION Showings, Feb. 2, 4, 9, 11 at 12:00 Noon. By reservation. Contact: Ruth McLaughlin or Mr. Revell, LO. 4-6337.	ESTEVEZ	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 2 1:00 P.M.	OPENING: SUMMER JUNIOR COLLECTION Also Feb. 3 at 1:00. By reservation. Publicity: Jean Urban, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 2 1:00 P.M.	OPENING: SUMMER JUNIOR COLLECTION Showings, Feb. 2, 3, 4, 9, 10, 16 at 1:00 P.M. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 2 1:00 P.M.	OPENING OF SUMMER SEPARATES COLLECTION Dresses and separates, designed by Dorothy Cox, Feb. 3 and 10 at 1:00 P.M. Publ.: Rosemary Sheehan, MJ. 5-1280. Contact: CH. 4-6350.	TANNER OF NORTH CAROLINA	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Tuesday Feb. 2 1:15 P.M.	OPENING OF SUMMER DRESS COLLECTION Also Feb. 4 at 1:15. Contact: Larry Farragut or Miss Vivian, LO. 5-2727.	GOEHE (DAVID E. GOTTLIEB, INC.)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Feb. 2 2:00 P.M.	OPENING: SUMMER COLLECTION Also, Feb. 4 and 9 at 2:00 P.M. Contact: Robert Kallish, LO. 5-2626.	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 2 2:30 P.M.	OPENING: SUMMER COLLECTION Designed by Peggy Thayer. By reservation. Thereafter, Feb. 3, 4, 9, 10, 17 at 2:30 P.M. Contact: Katherine Farmer, OX. 5-4812.	HOUSE OF JAMISON, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Feb. 2 3:00 P.M.- 4:30 P.M.	"APRES LUNCH" SPRING- RESORT FASHION SHOW Designed by Bob Bugnand for Sam Friedlander. Shoes--I. Miller. Jewelry-- Ciner. Press by invitation. Public by reservation: \$3.50; contact: EL. 5-2500. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	SAM FRIEDLANDER, INC. (530 SEVENTH AVENUE)	DELMONICO'S BALLROOM
Tuesday Feb. 2 4:00 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION Preview of Summer fashions. By invitation. Thereafter continuous daily at showroom. Contact: OX. 5-4270. Publ.: Sara Pennoyer, MU. 2-6480.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday Feb. 2 4:00 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 2 and 9 at 4:00 P.M. By appointment. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Feb. 2 5:00 P.M. Cocktails	FASHION SHOWCASE: SUMMER, 1965 Showing of Summer fashions in Du Pont fibers. By invitation. Contact: <u>Trade--Joy Diamond, 971-4326; Press--Ellen Morris, 971-4404.</u>	DU PONT COMPANY TEXTILE FIBERS	HOTEL ASTOR BALLROOM
Tuesday Feb. 2 5:30 P.M. Cocktails	SHOE FASHIONS BY MARGARET JERROLD For the press, by invitation. (For Release, Wed., Feb. 3.) Publicity: Louise Langdon, PL. 2-1212, Ext. 7202.	BLOOMINGDALE'S	HOTEL DELMONICO IL MIO CLUB

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 2 6:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION By invitation. Trade showings Feb. 3, 4, 9 at 3:00 P.M. By reservation. Contact: Shirley Ornstein, LO. 4-9115.	ANNE FOGARTY, INC.	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Tuesday Feb. 2	YOUNG MISSES SUMMER FASHIONS Vi Feigin's Summer collection of misses dresses and after-five fashions, sizes 4 to 16. Contact: Miss Colia, LA. 4-8046.	VI FEIGIN, INC.	491 SEVENTH AVENUE SHOWROOM - 12A
Beginning Tuesday Feb. 2	OPENING OF SUMMER JUNIOR COLLECTION Continuous showings of daytime and late-day junior cocktail and evening fashions, designed by Frances Prisco. Contact: LO. 4-9311.	TED BROWN, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Feb. 2	OPENING: SUMMER JUNIOR COLLECTIONS Daily informal showings of Summer dresses and sportswear; also premiere of Alexa swimsuits. By appointment. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Beginning Tuesday Feb. 2	OPENING OF SUMMER COLLECTION Summer collection of boutique separates and casual suits, designed by Dorothy Arden; also imported knitwear for Spring. Continuous showings. Contact: LW. 4-0220.	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Feb. 3; Feb. 4 9:00 A.M.; 12:00 Noon	PREVIEW OF FASHIONS IN ZEFKROME Dow Chemical will preview a special collection of Fall idea fashions in Zefkrome knit fabrics and sweater yarns at <u>9:00 A.M. (breakfast); 12:00 Noon (luncheon)</u> . For apparel manufacturers and designers. By invitation. Contact: Hilda Sherey, PL. 7-8300.	DOW CHEMICAL COMPANY	350 FIFTH AVENUE ROOM 801
Wednesday Feb. 3 10:30 A.M.	OPENING: SUMMER COLLECTION Summer collection by Mademoiselle Arlette. Contact: Judy Farr, WI. 7-5324.	MADEMOISELLE ARLETTE	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday Feb. 3 10:30 A.M.	OPENING: SUMMER COLLECTION Showings Feb. 3, 9, and 11 at 10:30. By reservation. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Feb. 3 12:00 Noon	OPENING OF SUMMER COLLECTION Showings Feb. 3 and 10 at 12:00 Noon. By appointment. Contact: WI. 7-0152.	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Wednesday Feb. 3 12:30 P.M. Luncheon	SHOWING OF FASHIONS DURING LUNCHEON Showing of coordinated pants and tops by Ellen Lockwood. Barbetta Publi-city: Ellen Perl, TE. 2-8212. Reservations (\$4.50): CI. 6-9171.	ELLEN LOCKWOOD (1410 BROADWAY)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday Feb. 3 1:00 P.M.	OPENING OF SUMMER COLLECTION Also, Feb. 4, 9, 10, 11, 16, 17 at 1:00. Contact: PE. 6-0206.	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 3 2:30 P.M.	PREVIEW OF SUMMER COLLECTION Preview of coordinated separates for Summer, designed by Jeanne Essig. For press and buying offices, by invitation. Continuous daily thereafter. Contact: Viola Beecher, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
Wednesday Feb. 3 2:30 P.M.	OPENING: SUMMER COLLECTION Showing of petite dresses, suits, and costumes. Also, Feb. 10 and 16 at 2:30. Contact: LA. 4-0162.	IRA RENINER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday Feb. 3 4:00 P.M. Cocktails	FALL '65 FABRICS AT TREND FASHION SHOW Eastland will preview their Fall fabrics for 1965 at a trend fashion show. For press, apparel manufacturers, and designers, by invitation. Publicity: Claire Affens, LW. 4-2472.	EASTLAND WOOLEN MILLS	500 CLUB 500 SEVENTH AVENUE
Beginning Wednesday Feb. 3	OPENING OF SUMMER COLLECTION Daily informal showings in new showroom of Summer collection, designed by Silvano of Rome. Contact: LO. 3-1534.	HEISER, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Thursday Feb. 4 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING SHOE FASHIONS Preview for the press of Spring international shoe collection. By invitation. (<u>For Release, Mon., Feb. 8.</u>) Publicity: Mary Ann Crenshaw, OX.5-4000.	OHRBACH'S	3RD FLOOR SHOE OVAL ROOM
Thursday Feb. 4 12:00 Noon	OPENING: SUMMER COLLECTION Showings Feb. 4 and 11 at 12:00 Noon. By appointment. Contact: WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Thursday Feb. 4 12:00 Noon	OPENING OF SUMMER COLLECTION Daytime, cocktail, and evening fashions at 12:00 Noon, Feb. 4 and 11. By reservation. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Feb. 4 12:30 P.M. Luncheon	BENEFIT LUNCHEON FOR MEMORIAL SLOAN-KETTERING "Through the Looking Glass"--preview of Spring fashions by Bergdorf Goodman at an annual luncheon show for benefit of Memorial Sloan-Kettering Cancer Center Thrift Shop. Tickets: \$10.00. Contact: Mrs. H. Rafter, Memorial Sloan-Kettering, 410 E. 68th St., TR. 9-3000, Ext. 2291.	BERGDORF GOODMAN	WALDORF-ASTORIA BALLROOM
Feb. 5	ALTMAN RELEASE--"Madras-Mania"--opening of new shop. (No Press Show)		
Friday Feb. 5 8:30 A.M. Breakfast	SUMMER COLLECTION DESIGNED BY KASPER Summer collection, designed by Kasper. <u>Show at 9:15.</u> By invitation. Continuous daily thereafter. Contact: Janet Green, LW. 4-9000.	JOAN LESLIE, INC. (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Friday Feb. 5 11:00 A.M.	OPENING OF SUMMER COLLECTION Also, Feb. 9, 10, 15 at 11:00. By reservation. Publicity: Pat Brooks, WI. 7-4968.	B.H. WRAGGE	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 5 12:00 Noon	SUMMER FASHIONS BY MOLLIE PARNIS Also, Feb. 9 and 11 at 12:00 Noon. By reservation.	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR Contact: BR. 9-5012.
Friday Feb. 5 1:00 P.M.	OPENING OF SUMMER COLLECTION Also, Feb. 9, 10, 16, 17 at 1:00. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Feb. 8	OHRBACH RELEASE DATE--Shoe fashions. (Preview, Feb. 4--See Pg. 9)		
Monday Feb. 8 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER COLLECTION Preview for press of Summer collection, designed by Morty Sussman for Jobere. By invitation. For buyers, Feb. 9 and 11 at 11:45. Publicity: Rea Lubar, PE. 6-1351.	JOBERE, INC.	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Monday Feb. 8 5:30 P.M.	"THE MAGIC POWER OF SELF-IMAGE PSYCHOLOGY" Dr. Maxwell Maltz will lecture on his latest book. For members and guests, by invitation. Contact: Frances Duehren, WI. 7-0324.	NEW YORK FASHION DESIGNERS, INC.	1457 BROADWAY ROOM 806
Beginning Monday Feb. 8	OPENING OF SUMMER COLLECTION Daily informal showings, by appointment. Contact: LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Beginning Monday Feb. 8	OPENING OF FIRST SUMMER COLLECTION Showings of cocktail into late-day misses fashions, designed by Baroness de Baudechon. By appointment. Contact: Peter Chapman, 736-0878.	BARONESS de BAUDECHON	HOTEL YORK 488-7TH (SUITE 406)
Feb. 9	MACY'S RELEASE--Rudi Gernreich fashions at Little Shop. (No Press Show)		
Tuesday Feb. 9 12:00 Noon	OPENING OF SUMMER COLLECTION By reservation. Contact: Arthur Englander, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 9 1:00 P.M.	OPENING: SUMMER COLLECTION Also, Feb. 10, 16, 17 at 1:00. Contact: Jean Roberts, IA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Feb. 9 2:30 P.M.	OPENING: SUMMER COLLECTION Also, Feb. 16 at 10:30. By reservation. Contact: Dorothy Herme, PE. 6-8412.	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Feb. 9 4:00 P.M.	OPENING: SUMMER COLLECTION Summer collection of sportswear, playclothes, and dresses, designed by Sylvia de Gay. For press and buyers, by invitation. Continuous daily informal showings thereafter. Publicity: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Feb. 10 10:30 A.M.	OPENING OF SUMMER COLLECTION Showings Feb. 10 and 12 at 10:30. Contact: Roy Solomon, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Wednesday Feb. 10 12:00 Noon	OPENING OF SUMMER COLLECTION Also, Feb. 11, 12, 16 at 12:00 Noon. By reservation. Contact: LW.4-0454.	GEOFFREY BEENE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 10 12:30 P.M. Luncheon	SHOWING OF GIFTS & FASHIONS FOR MEN "Prestige Valentine Gifts and Fashions for Men" (Surprise Gift). Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations (\$4.50): CI.6-9171.	CAVANAGH (3 EAST 57TH STREET)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday Feb. 10 2:30 P.M.	OPENING OF SUMMER COLLECTION Summer collection at 2:30, Feb. 10 and 16. By invitation. Contact: Joanne Jaap or Muriel Morris, IO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday Feb. 10 4:00 P.M.	OPENING OF SUMMER COLLECTION Donald Brooks will present his Summer collection Feb. 10 at 4:00 P.M. By invitation. Thereafter, Feb. 11 and 17 at 4:00 P.M. By reservation. Contact: PE. 6-0248.	DONALD BROOKS, INC.	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Wednesday Feb. 10	OPENING: SUMMER COLLECTION Opening in afternoon. Continuous daily thereafter, by appointment. Contact: Sylvan Fox, PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Wednesday Feb. 10	OPENING OF SUMMER COLLECTION Continuous daily showings of Summer collection, designed by Shannon Rodgers. By appointment. Contact: Jean Dionne, CH. 4-7522 or CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Feb. 11 8:15 A.M. Breakfast	PREVIEW OF "FABRIC- TO-FABRIC BONDING" Collins & Aikman will present the technology and fashion of the New World of fabric-to-fabric bonding at a Wedding Breakfast. Co-sponsored by Allied Chemical and Eastman to celebrate the perfect bond between Certifab and every shell fabric. Toastmaster: George Tunick, vice-pres., Bangor Div., Collins & Aikman. Commentator: Jose Martin, Allied Chemical Corporation. By invitation. Contact: Reservations--Steve Bromley. Publicity: Ray Lomp, MU. 9-3900.	ALLIED CHEMICAL & EASTMAN	HOTEL PLAZA BALLROOM
Thursday Feb. 11 12:00 Noon Luncheon	COSMETICS DIVISION LUNCHEON MEETING "60 Million Men"--The Exploding Market-Men's Cosmetics. Speakers: Vic H. Scher, Sears, Roebuck & Co.; Jerry Jontry, "Esquire Magazine." Panelists: Victor Borge, Michael Goodkin, Mark Goodson, John V. Lindsay, William Talbert, Bud Palmer. Chmn.: Elinor McVickar, "Harper's Bazaar"; and Eleanor Dean Connell, Warwick & Legler. Prices: \$8.00, members; \$10.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL AMERICANA BALLROOM
Thursday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION Showings Feb. 11, 16, 18 at 2:30; and Feb. 19 at 10:30. By reservation. Contact: Estelle Marr, IO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday Feb. 11 3:45 P.M. Champagne	PREVIEW OF SUMMER COLLECTION Preview of Claret sportswear, casuals, and fun-clothes. For press and buyers, by invitation. Continuous daily thereafter. Contact: Judith Shorten, IO. 3-6126.	CLARET ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 12 9:30 A.M. Coffee	PREVIEW: OPENING OF JUNIOR V.I.P. SHOP Preview for the press at opening of Junior V.I.P. Shop. By invitation. (For Release, Mon., Feb. 15.)	OHRBACH'S	2ND FLOOR
Feb. 15	OHRBACH'S RELEASE--V.I.P. junior fashions. (Preview, Feb. 12--See Above)		
Monday Feb. 15 2:30 P.M.	OPENING OF SUMMER COLLECTION Gustave Tassell's Summer collection, Feb. 15 through Feb. 19 at 2:30 P.M. By reservation. Contact: Dorothy Smith, PL. 5-2872.	GUSTAVE TASSELL	64 EAST 55TH STREET SHOWROOM - 3RD FLOOR
Monday Feb. 15 2:30 P.M.	FASHION CONFERENCE: FALL-WINTER 1965 Fifty-ninth semi-annual conference--with presentation of NSRA's annual Mercury Award for outstanding contribution to footwear fashion. Screened presentation of trends in apparel design; and in footwear shape, silhouette, color and material. Admission by advance registration. Tickets: \$6.00, members; \$7.50, non-members. Contact: Thelma Hennessey, MU. 6-7520.	NAT'L SHOE RETAILERS ASSN.(247 MADISON AVE.)	HOTEL PLAZA BALLROOM
Monday Feb. 15 4:30 P.M.- 6:30 P.M.	PRESS PREVIEW: FALL '65 FABRIC EXHIBIT Display of fashion fabrics containing Du Pont textile fibers; also Tues., Feb. 16, 9:00 to 10:30 A.M. (Refreshments at both showings.) For the press, by invitation. Contact: Ellen Morris, 971-4404. Trade: Beginning Mon., Feb. 22 to March 12, 9:30 A.M. to 4:30 P.M. By invitation. Contact: Patricia McGinn, 971-4653.	DU PONT COMPANY	EMPIRE STATE BLDG. (350 FIFTH) 4TH FL.
Beginning Monday Feb. 15	OPENING OF SUMMER COLLECTION Informal daily showings of separates, sportswear, and dresses, designed by Ruthanne Tuttle. Contact: Bernice Lewis, WI. 7-8178.	MR. GEE	1407 BROADWAY SHOWROOM - 25TH FLOOR
Beginning Monday Feb. 15	CALIFORNIA SUMMER FASHIONS IN NEW YORK Michael Novarese's Summer collection daily, Feb. 15 through Feb. 20. By appointment. Contact: Michael Novarese, OL. 2-9010(L.A.); PL.9-3000(N.Y.).	MICHAEL NOVARESE (711 N.IA CIENEGA, L.A.)	HOTEL PLAZA
Feb. 16	MACY'S RELEASE DATE--Junior fashions. (No Press Show)		
Tuesday Feb. 16 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Spring custom-order fashions at a preview for the press. By invitation. (For Release, Wed., Feb. 17.) Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER, INC.	609 FIFTH AVENUE SAION - 8TH FLOOR
Wednesday Feb. 17 9:30 A.M. Breakfast	PRESS PREVIEW: SPRING COATS AND SUITS Preview of coat and suit collection, designed by Walter Holmes of Chicago, exclusive with Bonwit Teller. By invitation. (For Release, Thurs., Feb. 18.) Publicity: Carolyn Saks, EL. 5-6800, Ext. 510.	BONWIT TELLER	6TH FLOOR
Wednesday Feb. 17 11:30 A.M.	MISS BERGDORF FASHIONS AT PRESS PREVIEW Preview for the press of Miss Bergdorf fashions. By invitation. (For Release, Fri., Feb. 17.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 17 3:00 P.M.	PRESS PREVIEW: SPRING-SUMMER COLLECTION Preview of Spring-Summer collection, designed by Oscar de la Renta for Elizabeth Arden. By invitation. Publicity: Alan McGeehan at McGeehan & O'Connor, 667 Madison Ave., PL. 9-8150.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Feb. 19	BERGDORF GOODMAN RELEASE--Miss Bergdorf fashions.(Preview, Feb. 17--Pg.12)		
Feb. 22	WASHINGTON'S BIRTHDAY (Monday)--Legal Holiday.		
Wednesday Feb. 24 9:30 A.M. Breakfast	PRESS PREVIEW: READY-TO-WEAR IMPORTS Preview of Macy's "Made-in-Europe" ready-to-wear collection. By invitation. (<u>For Release, Fri., Feb. 26.</u>) Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Wednesday Feb. 24 4:00 P.M. Cocktails	PREVIEW OF FALL KNITWEAR COLLECTION Knitwear collection, designed by Mirsa for Mallory. Show at 4:30 P.M. By invitation. Continuous daily thereafter. Contact: Lois Lapper, WI. 7-4406.	MIRSA FOR MALLORY	1410 BROADWAY SHOWROOM - 17TH FLOOR
Thursday Feb. 25 12:00 Noon Luncheon	PRESS PREVIEW OF MEN'S FASHIONS John Weitz will invite the press to preview his first men's wear designs for Lakeland Manufacturing Co. By invitation. Contact: Miss Grace, LO. 3-4920.	JOHN WEITZ FOR LAKELAND MFG. CO.	TWENTY-ONE CLUB 21 WEST 52ND STREET
Feb. 26	MACY RELEASE--"Made-In-Europe" fashions. (Preview, Feb. 24--See Above)		
Monday March 1 11:30 A.M.	PRESS PREVIEW: CUSTOM-ORDER FASHIONS Preview of Bergdorf Goodman's Spring custom-order fashions, designed by Leslie Morris. By invitation. (<u>For Release, Tues., March 2.</u>) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Tuesday March 2 11:00 A.M.	PRESS PREVIEW: SOPHIE CUSTOM-ORDER COLLECTION Sophie, with the assistance of Stephen Erklin, will present her Spring-Summer collection. By invitation. (<u>For Release, Wed., March 3.</u>) Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Monday March 8 12:00 Noon Luncheon	PRESS PREVIEW OF IMPORT FASHIONS Macy's will present their import collection to the press. By invitation. (<u>For Release, Tues., March 9.</u>) Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Tuesday March 9 2:30 P.M.; 4:00 P.M.	SPRING-SUMMER CUSTOM-ORDER COLLECTION Two showings of Summer custom-order and boutique collections. By invitation. Publicity: Jan Taylor, 219 East 69th St., TR. 9-8965.	MARIANNE SPOTTISWODE	33 EAST 68TH STREET SALON
Wednesday March 10 9:00 A.M.& 12:00 Noon	IMPORT FASHIONS: BREAKFAST & LUNCHEON The Fashion Group's showing of import fashions at breakfast and luncheon. Prices: Breakfast--\$8.00, members; \$15.00, guests. Luncheon--\$10.00, members; \$20.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON HOTEL BALLROOM

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